A Study of Consumer Preference for Affordable Luxury Items: An Analysis through Selected Online Platforms

Synopsis of the Research Proposal

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Abstract

This research proposes an outline of study that aims to analyse the changing trends in consumer preferences and behavioural shifts of buying affordable luxury items purchased through online platforms. The study focused on gaining insight into motivations and perceptions as well as the behavioural actions of the consumer towards the emerging market. The research will seek to unravel the relationship between affordable luxury goods and online ecommerce shopping in hopes of enhancing the understanding of modern consumer buying behaviour. It is hypothesized that the results will be crucial for businesses and brands in the affordable luxury industry to strategically shape their online marketing activities and product promotion. The proposed research will utilize mixed method research design integrating quantitative consumer preference survey with qualitative interview to obtain a more detailed picture of consumer behaviour.

Keywords: Affordable Luxury, Luxury Consumption, Consumer behaviour, E-Commerce Platform

JEL Code: M31, L67, Z10, D11, D12, L81, L86

1. Introduction

"Luxury is the opposite of the naturally necessary"

-Karl Marx

"Grundrisse". Book by Karl Marx, Notebook V, The Chapter on Capital, p. 448, 1857 - 1858.

It is a belief that luxury is greater in cost. Affordability and luxury are inversely associated. Luxury cannot be affordable, and what is affordable cannot be luxurious. As people begin to realize that individuals in high status groups own luxury brands and goods, luxury has gradually overtaken the generic term 'status'.

Luxury has traditionally held a privileged place in consumer markets, representing rarity, higher quality, and prestige (Kapferer & Bastien 2009). In the past, luxury was only available to a wealthy elite, who emphasized uniqueness and handcrafted quality above other factors. Historically, classical economic theory had placed luxury in the non-essential category of consumption, justified as Veblen's theory of conspicuous consumption predicted that consumers buy high-cost goods mainly to signal wealth and social position

(Veblen 1899). More recently, though, the definition of luxury itself has changed. Aristocracy and super-wealthy were once its domain; now, democratization and mass appeal have redefined it.

This change led to the concept of luxury at an affordable price, at times called "new luxury," which is situated between mainstream products and classic high-end brands (Roux & Floch 1996; Truong, McColl, & Kitchen 2009). Budget luxury products preserve numerous characteristics of luxury-e.g., perceived superior quality, good looks, and brand status-yet make them available at prices that make them accessible to more than the richest customers (Kapferer & Michaut-Denizeau 2015). As companies saw the potential to increase their customer base, they launched "masstige" or mass-prestige marketing initiatives, mixing mass-market distribution with high-end brand positioning to address aspirations of emerging middle classes (Silverstein & Fiske 2003)

The notion of masstige captures this merging of mass availability and prestige. Silverstein and Fiske named the term to indicate brands that have a luxury image but are priced at moderate levels, thereby reaching "aspirational" consumers who desire prestige without the complete financial commitment of traditional luxury (Paul 2015). Well-known instances include chains like Coach, which retailed leather products at levels lower than genuine luxury brands like Hermès, but higher than mass-market stores, thereby meeting consumers' aspiration to status at a cost that is affordable (Silverstein & Fiske 2003)

Consumer behaviour in the luxury sector has thus also changed. Luxury consumption research highlights an intricate interaction of extrinsic and intrinsic drivers. Extrinsic drivers, i.e., social recognition and status signalling-continue to be strong motivators (Kastanakis & Balabanis 2012; Wiedmann et al. 2009). Meanwhile, intrinsic drivers, i.e., self-fulfillment, hedonistic enjoyment, and aesthetic appreciation-are increasingly emerging as drivers as consumers pursue more meaningful personal connections with brands (Boisvert et al. 2023; Pizzetti et al. 2023). This dualism implies that contemporary luxury consumption, including masstige brand purchases, is no longer just about wealthy show but also about satisfying emotional and personal needs (Shukla 2012).

Affordable luxury and masstige brands need to navigate these changing consumption drivers. Customers of affordable luxury tend to exhibit what Gupta and Arora (2024) refer to as "value consciousness," trading off price-quality perceptions with symbolic prestige.

They evaluate brands on perceived handcraft and genuineness-qualifications historically identified with luxury, yet are price-sensitive, therefore demanding an optimal value proposition (The Luxury Wallet 2019). In addition, social influences, friend recommendations, social media promotion, and celebrity sponsorship play a key role in determining buying intentions within these segmentations (Kim & Ko 2010; Al-Issa & Chen 2018)

The development of e-commerce sites has further altered luxury and affordable luxury consumption. Whereas traditional bricks-and-mortar stores have found it difficult to deliver personalized service in scale, online platforms present unmatched reach and convenience with which luxury and masstige brands can engage consumers across the globe (Resolvedigital 2025). Luxury brands have sunk money into sophisticated online boutiques with high-quality images, virtual try-on capabilities, and curated content that mirror the store experience online (Resolvedigital 2025). Concurrently, low-cost luxury brands utilize the internet to provide limited-season collections, flash sales, and unique online partnerships, promoting community interaction and a sense of scarcity (Masstige Consumption 2025).

Media, traditional and social, acts as a trigger for luxury brand consumption. Magazines, television, and billboards continue to create brand image and aspirational wanting (Qiao & Wang 2022), while social media sites like Instagram, TikTok, and YouTube have become powerful means of shaping attitudes and enabling peer-influenced purchasing behaviour (Kang & Sung 2021). Influencers and user-generated content increase the amplification of brand messages, creating community and generating frictionless commerce through embedded shopping capabilities (Chen 2021). Studies indicate that social media marketing behaviours, interaction, entertainment, customization, and trendiness actually boost brand equity and buying intent for luxury and masstige brands (Park & Namkung 2022; Babatunde et al. 2021).

Overall, the convergence of changing definitions of luxury, changing motivations for consumers, digital platforms, and influence of the media has brought us to a new period of affordable luxury and masstige brands. Today's marketers need to thus develop strategies that balance exclusivity with mass appeal, combining premium branding signals with digital convenience and community experiences (Chaudhary & Sharma 2022). This

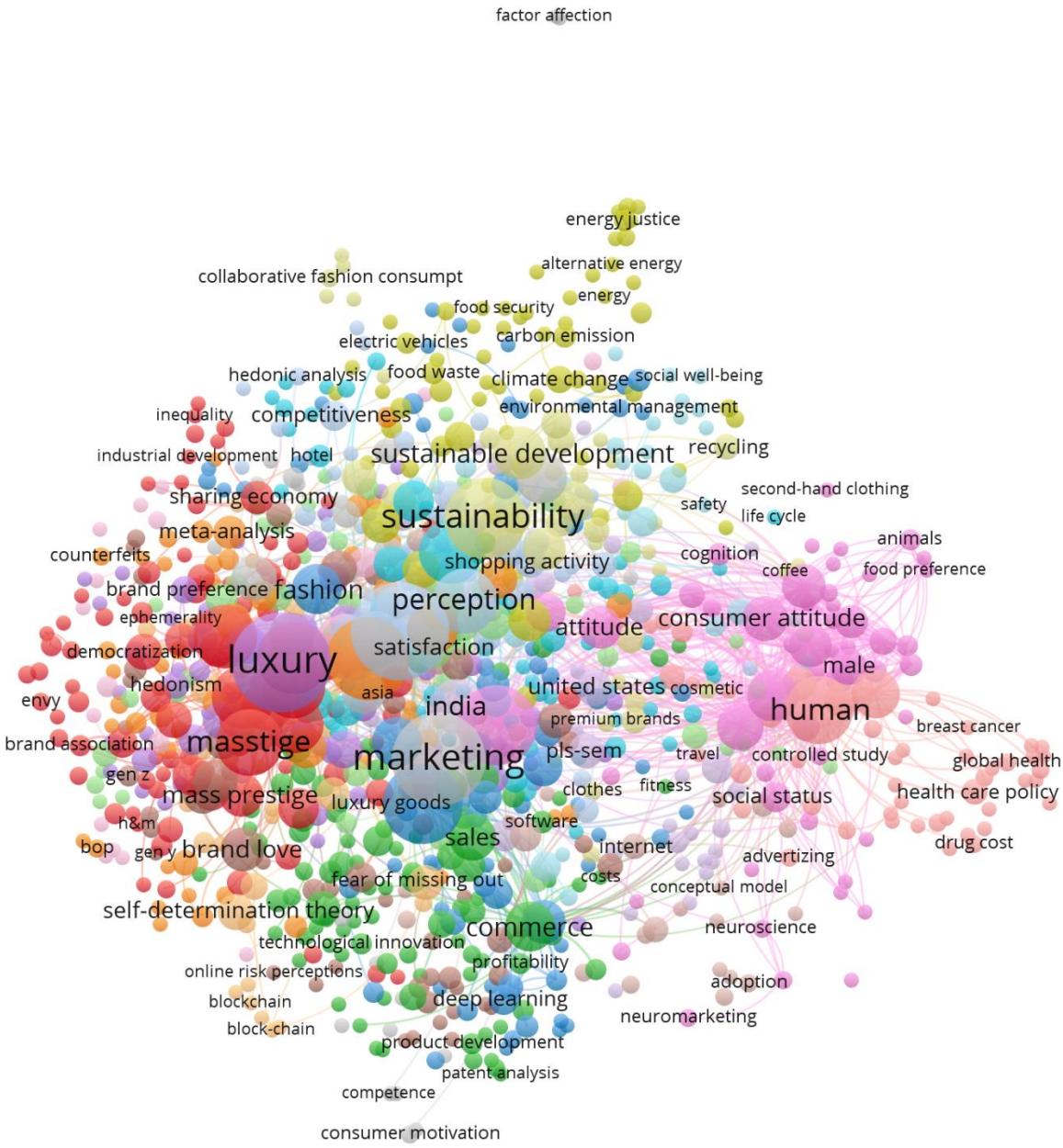
involves deliberately balancing prices, maintaining brand heritage, creating immersive digital experiences, and building emotional bonds through storytelling and one-on-one interactions.

Overall, the luxury market has spilled over its long-term boundaries to capture a larger segment of aspirational consumers blessed with disposable income and digital connectivity. Mass luxury and masstige brands play a crucial middle ground, appealing to the social and emotional desires of middle-class consumers while maintaining strong profit margins (O'Byrne & Fila 2010; Atwal & Williams 2017). In this regard, an understanding of consumer behaviour specifically the balance of intrinsic and extrinsic drivers, the influence of e-commerce, and the persuasive ability of media is critical for those brands wishing to succeed in this fluid environment. Later parts of this paper will explore these issues further, looking at empirical work, theoretical models, and managerial themes to shed light on the way ahead for luxury and affordable luxury brand marketing.

2. Literature Review

Affordable luxury usually referred to as masstige (mass + prestige), straddles the middle ground between mass-market and exclusive products. Studies for the last ten years show that consumers welcome such brands when they feel that they can achieve symbolic prestige without incurring the full cost of conventional luxury. Scholarship names a multi-dimensional structure of preference that is fuelled by psychological drives, social forces, and changing market conditions.

Fig. 1. Bibliometric Analysis (own input)



1. Defining the Masstige Value Proposition

The Motivation-Desire-Outcome (MDO) framework situates masstige choice at the confluence of self-gratification and status signalling, demonstrating that consumers actively seek social recognition and inner satisfaction through reasonably priced luxury buys (Roy et al., 2025). Perceived value arises from a perceived price-quality-prestige

balance in which consumers accept moderate premiums provided that symbolic and functional advantages exist (Lloyd & Luk, 2010).

2. Intrinsic vs. Extrinsic Purchase Motivations

Although conspicuous motives continue to exist, various research points to increasingly emerging intrinsic drivers like self-reward, confidence, and well-being particularly among Millennials and Gen Z (Lee et al., 2025; Al-Issa et al., 2025). However, extrinsic aspirations continue to be relevant in collectivist environments where bandwagon effects influence purchase intention (Ho & Wong, 2023; Uluturk & Asan, 2024).

3. Social Identity, Signalling, and (In-)Conspicuousness

Masstige consumers balance belonging desire with distinction desire. Logo-heavy displays signal group membership, while "quiet" cues for prestige fulfil need for distinction without overt display (Ho & Wong, 2023; Pezold & Tse, 2022). Femvertising from cosmetic masstige brands uses empowered gender storytelling to enhance identity fit and preference for Chinese women (Qiao & Wang, 2022).

4. Price-Quality Trade-off and Perceived Value

Consumers analyse affordable luxury on three interlocking dimensions:

Functional quality- materials and craftsmanship on a par with premium brands (Chaudhary & Sharma, 2022).

Hedonic value- sensory and emotional enjoyment of ownership (Lloyd & Luk, 2010).

Symbolic prestige- social prestige at a rationalized price (Kim & Ko, 2010; Dahake et al., 2025).

Value perceptions contrast dramatically between first-time and experienced buyers; neophytes overestimate logo visibility, while adept users analyse quality indicators (Dhaliwal et al., 2025).

5. Sustainability and Ethical Alignment

Sustainability stories increasingly influence masstige preference. Research indicates that clear "green" messages enhance brand attitude when messages are clear instead of ambiguous (Kang & Sung, 2022; Brandao & Magalhaes, 2023). In developing markets (e.g., India), value luxury brands mixing local craftsmanship and ethical sourcing gain competitive ground and stronger customer affinity (Ahmad & Dubey, 2024).

6. Digital and Social-Media Engagement

Online sites democratize prestige signals and create co-creation communities in which consumers endorse one another's luxury purchases. Social-media participation accelerates purchase intent via peer-validation loops and parasocial interaction with endorsers (Loureiro et al., 2018; Chen, 2021). Predictive models additionally identify that digital measures of brand equity accurately predict masstige purchase likelihood (Dahake et al., 2025).

7. Cultural and Demographic Moderators

Power distance, gender norms, and cultural tightness- looseness condition affordable luxury appeal. For instance, male consumers in Hong Kong, for instance, manage temporal-spatial identity tensions in opting for luxury, opting for subtle prestige in order to escape social disapproval (Pezold & Tse, 2022). Youth segments in collectivist cultures draw on strengthening reasons (e.g., conformity) that heighten logo visibility preferences, but individualists invoke personal reward reasons (Uluturk & Asan, 2024).

8. Emerging Contexts: Resale, Metaverse, and Crisis Effects

Pre-loved Luxury- Authenticity and condition transparency disclosure greatly raises consumer confidence in digital secondary markets (Yao, 2024).

Metaverse- Haute couture virtuality enlarges symbolic advantages while reducing barriers to entry, foreshadowing a new frontier for accessible digital luxury (Armitage, 2022).

COVID-19- Executives cite a shift to experiential value and digital storytelling to maintain demand for masstige lines in times of crisis confidence in digital secondary markets (Loranger & Roeraas, 2023).

3. Present Study

3.1. Statement of the Problem

Increasing demand for affordable luxury items especially purchased through online marketplaces, creates a complex relation between the factors affecting socioeconomic status, brands marketing strategies, and consumers habit of purchase. With this rapid growth, there are still plenty of information to learn about complex factors influencing consumer preference and purchase decision, even with the industry’s exponential growth and increasing consumer demand. Specifically, there is shortage of extensive study that thoroughly examine how consumer motivation, social status, and demographical factors directly affects important behavioural outcomes like brand

advocacy, satisfaction, purchase intention, repeat purchase and word of mouth. Online platforms and brands dealing with affordable luxury items must analyse these direct and moderating factors in order to maximize their product offerings, successful customized marketing strategies, and maintain growth in this cutthroat industry. This research focuses on addressing these gaps by providing a complete analysis of the factors influencing consumer engagement with affordable luxury items on online platforms, thereby offering insightful information for both academician and real-world application.

3.2. Rationale of the Study

This study is of vital importance to a number of stakeholders. For companies that fall in the affordable luxury category, the study will provide practical insights into maximizing their web-based tactics, product positioning, and promotion to achieve better alignment with customer values. Knowing the inherent qualities that customers appreciate in affordable luxury products and what they expect from online shopping experiences can contribute to higher customer satisfaction and market share.

For customers, this research will provide insights into what drives their purchasing behaviour, allowing them to make better purchasing decisions in an ever-changing market. For academics, this research will add to the theoretical body of literature on consumer behaviour, luxury consumption, and online purchasing, specifically at the not-yet-explored overlap between affordable luxury and online channels. It will generate a theoretical structure for subsequent research in this area and present a basis for further elaboration of more advanced models of consumer choice within digital settings. In addition, the findings of the study regarding the influence of online platforms for creating impressions of authenticity and value can provide guidelines for best practices for brand management within the digital era.

3.3. Objectives of the Study

1. To identify the key factors influencing consumer preference for online platforms offering affordable luxury items.
2. To investigate the influence of consumer satisfaction on brand advocacy and repeat purchase of affordable luxury items through online platforms.

3. To examine the role of various media on influencing the purchase intention of affordable luxury items through online platforms.
4. To analyse the impact of demographic characteristics on consumer preference for affordable luxury items.
5. To investigate the underlying reasons for recent surge in demand for affordable luxury items.
6. To analyse the contribution of online platforms to the growth in sale of affordable luxury items.

3.4. Research Question and Hypotheses

RQ: How do consumer motivation (FOMO and Social Influence), social status, and demographic characteristics (Age and Generational Cohort, Gender, Income and Marital Status) influence purchase intention, brand advocacy, satisfaction, repeat purchase and behavioural outcome (Word of Mouth) of affordable luxury items on online platforms?

H1: Consumer motivation (FOMO and Social influence) positively influences purchase intention for affordable luxury items on online platforms.

H2: Social status significantly affects consumer satisfaction with affordable luxury items purchased through online platforms.

H3: Social status positively influences repeat purchase behaviour for affordable luxury items.

H4: Purchase intention positively affects behavioural outcome (Word of Mouth) for affordable luxury items.

H5: Age and generational cohort moderate the relationship between consumer motivation (FOMO and Social Influence) and purchase intention.

H6: Gender moderates the relationship between social status and satisfaction with affordable luxury items.

H7: Income level moderates the relationship between social status and repeat purchase.

H8: Marital status moderates the relationship between consumer motivation and brand advocacy.

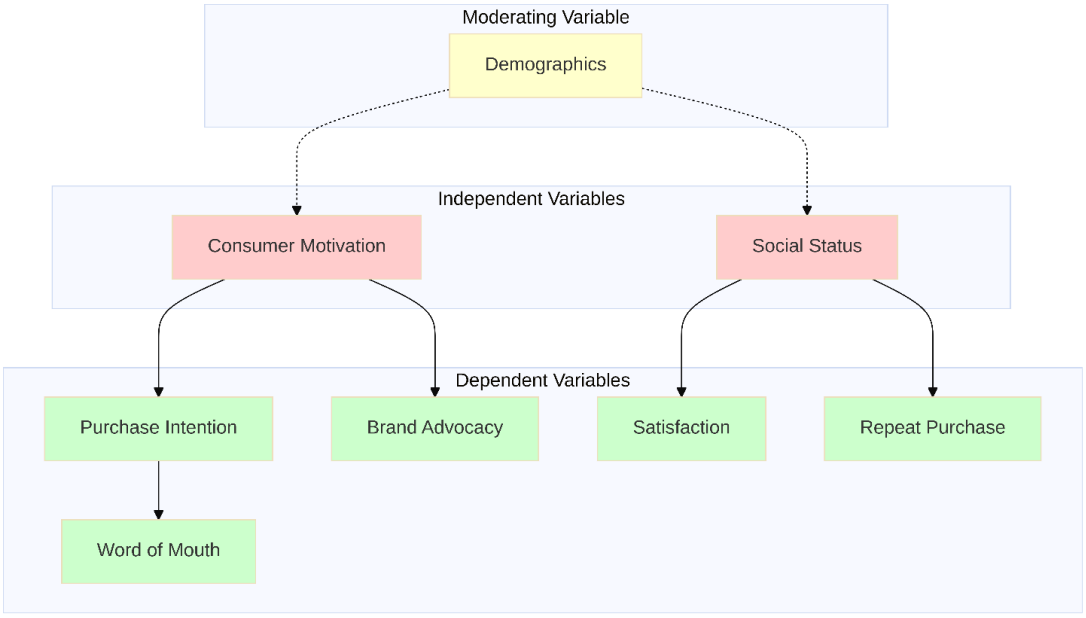
H9: Demographic Characteristics (Age and Generational Cohort, Gender, Income and Marital Status) collectively moderates the relationship between purchase intention and behavioural outcome (Word of Mouth).

4. Methodology

4.1. Research Design

This study will use a mixed method approach employing both quantitative as well as qualitative method to get complete insight of what consumer want when it comes to affordable luxury items through selected e-commerce platforms. A mixed-method approach is considered best here because it triangulates data, ensuring enhancement of accuracy and trustworthiness of results. The quantitative aspect will utilize survey to gather information from large group of consumers, making it possible to conduct statistical analysis of how different variables are related and to find patterns that can be applied to other scenarios and qualitative design will include in-depth interview. This will help to test the hypotheses of the research.

Fig. 2. Conceptual Framework (own input)



4.2. Sample

Sampling strategy- The non- probability sampling strategy will involve a combination of convenience and snowball sampling.

Inclusion- All the participants must be of 18 years or older, own at least one item purchased from affordable luxury brand through an online platform in the past one year.

Exclusion- Those individuals who are working directly or indirectly in the luxury retail industry at any position whether in market research department or sales team will be excluded to avoid any kind of potential conflicts of interests or biases in response.

Sample recruited and approached- The participants will be reached by leveraging online panels and different social media platforms to cover diverse group of participants.

Sample size and how it will be defined- The sample size for quantitative approach will be determined with the help of statistical power analysis, aiming for a minimum of **385-500** responses to ensure generalizability and on the other hand for qualitative approach data saturation will be employed to aiming **15-30** participants for interview.

4.3. Operational Definition of the Variables

4.3.1. Independent Variables (IVs)

a. Consumer Motivation (FOMO and Social Influence)- Consumer motivation includes the internal drivers that push people to start and maintain activity towards desired ends. Two main aspects are:

- Fear of Missing Out (FOMO): A fear-motivated motivation where consumers feel pressure to participate in activities or buy items to steer clear of social exclusion or regret and are typically enhanced by peer activities and social media signals (Roy, et al., 2025).
- Social Influence: The effect of reference groups, social norms, and peers on motivation to buy; consumers tend to emulate the consumption behaviours of ones whom they admire or whose salience is high in order to gain status or acceptance in their social community (Qioa & Wang, 2022).

b. Social Status- Social status is a relative standing within a status hierarchy, bestowed by wealth, occupation, education, or symbols of consumption. Status-conscious consumers buy luxury or premium products to signify membership in higher-status groups and to set themselves apart from other individuals (Loureiro, Maximiano & Panchapakesan, 2018).

4.3.2. Dependent Variable (DV)

a. Purchase Intention- Purchase intention is the intention or likelihood of the consumer to buy a certain product or service. It is a good predictor of purchasing behaviour and is influenced by attitudes, subjective norms, and perceived behavioural control (Ho & Wong, 2023).
b. Brand Advocacy- Brand advocacy takes place when consumers voluntarily endorse or recommend a brand to other people. Brand advocates share voluntary positive word-of-mouth and endorsements and create brand equity, ultimately affecting potential customers (Kim & Ko, 2010).
c. Satisfaction- Satisfaction is the consumer's overall evaluative judgment of a product or service, and the degree to which it lives up to or surpasses expectations. Increased satisfaction leads to greater loyalty, repeat buying, and favourable word-of-mouth (Lloyd & Luk, 2010).
d. Repeat Purchase- Repeat purchase behaviour is the decision by a consumer to re-purchase the same product or brand in the future. It signifies high brand loyalty and is determined by previous satisfaction, habit, and perceived value (Lee, et al., 2018).
e. Behavioural Outcome (Word of Mouth)- Word-of-mouth (WOM) refers to informal sharing of opinions or experiences regarding a brand between people. Positive WOM reinforces a brand's reputation, credibility, and visibility as a behavioural consequence, whereas negative WOM discourages potential consumers (Kang & Sung, 2022).

4.3.3. Moderating Variable

Demographic Characteristics like Age and Generational Cohort, Gender, Income, Marital Status

4.3.4. Hypothesized Relationships

- Independent Variables directly influence Dependent Variable.
- Moderating Variables influences the direction of relationship between Independent Variables and Dependent Variable

4.4. Data Collection

Universe of the study

All individuals who have purchased affordable luxury items or considered purchasing after at least owning one item from affordable luxury brand through online platforms. This involves broad spectrum of consumer across multiple demographic segments who utilizes e-commerce platforms for accessing affordable luxury items.

Sampling design

This research will utilize mixed method sampling i.e. Quantitative Sampling and Qualitative Sampling design to align with the approach.

Quantitative Sampling

A **non-probability sampling** technique to be precise **convenience sampling and snowball sampling**, will be employed for the quantitative approach. This is more practical method for online data collection, utilizing digital platforms to reach a mass of audience. Sample size for this research will be determined by employing **statistical power analysis** to ensure sufficient power to detect significant relation between variables. A minimum sample size of **385** and maximum of **500** participants will be targeted (as per the calculation of sample size done with online tool).

Qualitative Sampling

A **purposive sampling** technique will be used for qualitative approach. Participants will be selected on the basis of relevance to the research question and their ability to provide insightful information. This may include individuals who have purchased affordable luxury items through e-commerce platforms or considering purchasing it, but own at least one item from affordable luxury brand through online platforms. Sample size will be determined on the basis of **data saturation**, ideally ranging from **15-30** participants for interview. **Data Saturation** (aka thematic saturation) simply means collecting information until no new information or theme emerges from data. In layman language, when you start receiving same ideas, experience and perspective repeatedly and no longer adding fresh insight, means you have reached saturation.

Tools

Quantitative Tools

- **Structured Online Questionnaire:** This will be considered as primary tool for collecting quantitative data. The questionnaire will be designed with close-ended questions, primarily utilizing Likert Scale to measure all the construct of

interest (dependent variable, independent variable and demographic characteristics).

Qualitative Tools

- **Semi-structured Interview:** It will contain open-ended questions to explore participants perception, motivation and experience in detail, allowing flexibility and probing deeper into merging themes.

Techniques

Quantitative Techniques

- **Online Survey Administration:** Data will be collected through online survey platforms to reach broad audience and geographically dispersed sample efficiently.
- **Data Cleaning and Preparation:** Raw data collected via survey will undergo through rigorous cleaning, including handling missing values, outliners, and data inconsistencies to ensure data quality prior to analysis.

Qualitative Techniques

- **In-depth Interview:** One-on-one conversation with selected participants to gather detailed personal insight and experience.
- **Transcription:** Information collected through interview will be accurately transcribed for systematic qualitative analysis.

5. Data Analysis

Software for Quantitative Data Analysis

SPSS (Statistical Package for Social Sciences): A very well-known and widely used software for statistical analysis in social sciences, offering user-friendly interface for regression, ANOVA, and other tests as well.

Software for Qualitative Data Analysis

NVivo: A comprehensive CAQDAS (Computer-Assisted Qualitative Data Analysis Software) for organizing, analysing, and visualizing qualitative data. It supports various data formats and features for coding, thematic analysis, and mixed-method research.

Quantitative Data Analysis

To test the hypotheses, combination of descriptive and inferential statistical tools will be employed. The choice of statistical tool will depend on the nature of hypotheses

(direct and moderating relation) and level of measurement of variables. The primary statistical software to be used will be **SPSS (Statistical Package for the Social Sciences)**.

- Descriptive Statistics: It will include mean, standard deviation, frequency and percentage to summarize demographic characteristics of sample and mail variables of interest.
- Inferential Statistics:
  - Multiple Linear Regression: It will be used to test the influence of Independent Variables on Dependent Variables.
  - Moderation Analysis: It will be used to test the moderating effect of demographic characteristics. Here the interaction term (product of independent variable and moderator) will be added to regression model, for which **PROCESS macro for SPSS** developed by Andrew F. Hayes can be used also.

Qualitative Data Analysis

Data collected from interviews will be analysed using **Thematic Analysis**. It will involve systematic identification, analysis, and reporting pattern (aka themes) within the data, which will include the following process:

1. Familiarization with the data: Reading and re-reading transcripts.
2. Generating initial codes: Identifying interesting features across the entire data set.
3. Searching for themes: Grouping codes into broader themes.
4. Reviewing themes: Checking if themes work in relation to the coded extracts and entire data set.
5. Defining and naming themes: Developing a detailed analysis for each theme.
6. Producing the report: Weaving together the analytic narrative and data extracts.

6. Limitations

One of the most significant limitations of this research is its dependence on statistics sampled from only a few online shopping platforms, and it is possible that these data do not reflect all masstige consuming trends taking place offline or in other digital mediums. This site-specific emphasis creates sampling bias because those consumers who visit these

sites or reply to queries there are unlikely to be representative of the more general population of aspirational consumers but will instead tend to lean younger, more digitally capable, or more affluent. Lastly, while the research broaches cross-cultural distinctions by comparing outcomes between India, China, and the West, the extent and intensity of these comparisons are limited by differences in sample size, linguistic subtleties, and regionally specific retailing practices, which confine the external validity of the findings and emphasize the necessity for more stringent, large-scale, multi-nation studies to validate and expand upon these conclusions.

7. Work Plan of the Research

Phase I: 6 Months- Review of Literature

Conducting in-depth review of existing literature concerning the area of study is the main objective of first six months. It will include identification of similar work, recent projects, conceptual and theoretical frameworks, research methodology approaches, etc. Considering a systematic approach, literature search in academic databases like Scopus, Elsevier, etc., will be performed. A detailed study matrix will be developed to chart major key themes, research gaps, and probable research questions.

Phase II: 6 Months- Research Design and Questionnaire Development, Publication of First Research Paper

Second phase of this six month will be focusing on developing main outcomes from the review of literature for formulation of research design and data collection method as well as instrument. The focus will also be on describing hypotheses, choosing appropriate research methodologies, and draft of questionnaire & interview guide will be prepared. Pilot test will take place to check the reliability and validity of selected instruments. Feedback gathered from pilot participants will be considered towards making revision, if any required. By the end of this phase, finalization of questionnaire and interview guide with research protocol will be ready. Meanwhile the focus will also be on the preparation and submission of the first research paper.

Phase III: 5 Months- Survey, Interview and Data Collection and Publication of Second Research Paper

Collection of data will take place over this five-month period across the targeted demographics. It will include conducting surveys as well as interviews. Fieldwork like

participant recruitment, process of informed consent, protocol of data management, will be strictly adhered to ensure the ethical compliance. entry of data and initial cleaning will be done parallelly to find missing information or any kind of discrepancies. This phase will be concluded with an analysis of initial results and work of second research paper will also be aimed.

Phase IV: 4 Months- Data Analysis and Interpretation and Publication of Third Research Paper

Throughout these four months, the data gathered will be analysed statistically and thematically. Quantitative data will be analysed through programs like SPSS or R, with descriptive statistics, inferential tests, and regression models applied as appropriate. NVivo or comparable software will be utilized for coding qualitative interview transcripts and analysing thematically. Interpretations will refer back to the conceptual framework and address research questions and hypotheses. The findings will be critically evaluated in light of existing research, highlighting implications and limits. The third research paper will also get submitted for publication during this phase.

Phase V: 4 Months- Report Compilation and Thesis Writing

The final phase will be spent for combining all components into an integrated research thesis. This will involve composing different chapters for the introduction, review of literature, research methodologies, research findings, discussion and conclusion. Required changes as per the feedback from supervisor and peer reviewer will be made. The accompanying resources like tables, figures, and appendices will also be taken of in this phase. Final thesis will be prepared as per the standard guideline of the university and will be submitted for defence.

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